

**Subject:** RE: RE: The Broad museum birthday video + Carol Schatz  
**From:** "Shawn Bratton" <sbratton@ccala.org>  
**Date:** 09/12/2016 04:07 PM  
**To:** "Henna Sherzai" <HSherzai@downtownla.com>

Carol could also shoot the video at 11:30 am on Wednesday, if that's a better time.

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**From:** Shawn Bratton  
**Sent:** Monday, September 12, 2016 4:05 PM  
**To:** Henna Sherzai  
**Subject:** FW: The Broad museum birthday video + Carol Schatz

Henna:

Carol thought that she talked to you about the video noted below ...she said she'd like to shoot this on Wednesday in front of the Mirapolsky in the lobby. Would 12pm work for you? Let me know what else you need from us.

Thanks,

Shawn

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**From:** Alex Capriotti [<mailto:ACapriotti@thebroad.org>]  
**Sent:** Tuesday, September 06, 2016 1:27 PM  
**To:** Carol Schatz  
**Cc:** Henna Sherzai; Samantha Ayson  
**Subject:** The Broad museum birthday video + Carol Schatz

Hi Carol!

Hope you had a nice, long Labor Day weekend.

Thank you for supporting The Broad museum during our inaugural year!

After an incredible year welcoming hundreds of thousands of visitors to our new museum in downtown Los Angeles, The Broad celebrates its first birthday on September 20. In celebration of our opening year, we'd love your brief participation in a short video we are producing of museum's visitors and supporters wishing The Broad a happy first birthday. We will be sharing this short video compilation on our website and social media channels on September 20.

How you can be involved:

- Film yourself wishing The Broad a *Happy Birthday* or a *Happy 1<sup>st</sup> Birthday*.
- Video can be filmed on any camera or camera phone.
- Video can be filmed anywhere. Does not have to be at the museum.
- Video should be 5 – 20 seconds long.
- Video should be filmed landscape/horizontal.
- For the clearest sound quality, please film your video indoors or in a quiet space.
- Email your video file directly to [sayson@thebroad.org](mailto:sayson@thebroad.org) by Wednesday, September 15 at noon.

Cc'd is Samantha Ayson from The Broad team. If you have any questions about the project, please direct them

RE: RE: The Broad museum birthday video + Car...

to her. Please let us know by Friday, September 9 if you would like to be featured in The Broad's video. Deadline for video submissions is Wednesday, September 15.

Thank you for your consideration. We look forward to hearing from you.

-Alex

Alex Capriotti  
Director of Marketing and Communications

**The Broad**

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